

ORDER



Orders
Order / Rev: 206222
Alt Order #: 06853121
Product Desc: 9/19-9/25 MITT ROMNEY
Estimate: 210
Flight Dates: 09/19/12 - 09/25/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Romney For President (R)
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	17	\$17,475.00	\$14,853.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$17,475.00	\$14,853.75	0.00
Totals	17	\$17,475.00	\$14,853.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	9%	\$17,475.00
Market	100%	\$194,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	42%	\$81,550.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	25%	\$48,541.67
WTVZ	0%	\$0.00
WVEC	24%	\$46,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/24/12	09/25/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MT-----	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MT-----		2		\$500.00		0.00					
E 2	WVBT	09/19/12	09/21/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--WTF--	:30	3	\$500.00	P2	0.00	NM	3	\$1,500.00

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 Product Desc: 9/19-9/25 MITT ROMNEY
 Estimate: 210

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$500.00		0.00			
E 3	WVBT	09/22/12	09/22/12	College Football College Football	CM	College Football	-----S-	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		3				\$300.00		0.00			
E 4	WVBT	09/22/12	09/22/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	-----S-	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		2				\$400.00		0.00			
E 5	WVBT	09/23/12	09/23/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$75.00		0.00			
E 6	WVBT	09/23/12	09/23/12	Fox NFL Reg Season 1p Fox NFL Reg Season 1p	CM	Fox NFL Reg Seat	-----S	:30	3	\$4,000.00	P2	0.00	NM	3	\$12,000.00
NFL ON FOX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		3				\$4,000.00		0.00			
E 7	WVBT	09/23/12	09/23/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		2				\$500.00		0.00			
N 8	WVBT	09/22/12	09/22/12	College Football Pregame College Football Pregame	CM	College Football P	-----S-	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$200.00		0.00			
													Totals	17	\$17,475.00